

The evidence is in:
Patron Driven Acquisition
Promotes Collection Use

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Claremont University Consortium
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(with thanks for data & discussion from
Kari Paulson & Alison Morin of EBL)



Bananas tipped the boat: a cautionary tale

- Early patron-driven deal with a major platform
- Assignment on economics of banana plantations
- UC Boulder ‘bought every book with banana in the title’
- Used by librarians & vendors(!) as evidence that user-driven selection is a bad idea



Patron-driven model objections: cautionary conclusions?

- Books will be selected based on click-thrus that don't indicate interest
- Users will select ebooks that no one (else) is interested in
- User selected collections will be unbalanced turkeys



Definitions

Purchase type

- Patron selected = Demand Driven = User-selected
- Librarian selected \approx Library selected \approx Pre-selected

Ebook usage was measured conservatively

- Data reflects **post-purchase use**
 - Did not count uses that lead to user-selection
- ‘Casual’ use eliminated
 - 1 use \approx 1 ‘read online’ \approx 1 ‘download’
 - read online = >10 min w/click thru OR copy OR print
- Transaction level data
 - each use recorded separately with user anonymously identified

Questions we'll address

- 1. Are user-selected ebooks used less often than pre-selected ebooks?**
- 2. Do user-selected ebooks have a narrower audience?**
- 3. Are user-selected collections less balanced?**

Do we have anything to fear in patron-driven selection?

(Can we use this to build better acquisition models?)

Scope of the overall dataset

- 1 Ebook Vendor – EBL (Ebook Library)
- 11 Libraries
- 28,327 ebooks bought from 2006 - 2009
- 212,887 uses during that period
- Purchase Models: User Selection, Pre-Selection, or Mixed



Total Books & Usage

Library	Model	User-Selected	Pre-Selected	Usage by Download	Usage Read Online
A	MIX	1131	552	6773	9888
B	MIX	5246	2612	42880	38329
C	USER	2198	102	0	11801
D	USER	3010	48	697	15126
E	MIX	4159	909	17396	25604
F	PRE	0	1451	4905	3082
G	PRE	31	2154	7001	4459
H	USER	801	0	556	415
I	MIX	305	336	3334	2568
J	USER	2799	53	5	13349
K	MIX	147	276	2436	2283
TOTAL		19,831	8,496	85,983	126,904

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Scope of this analysis

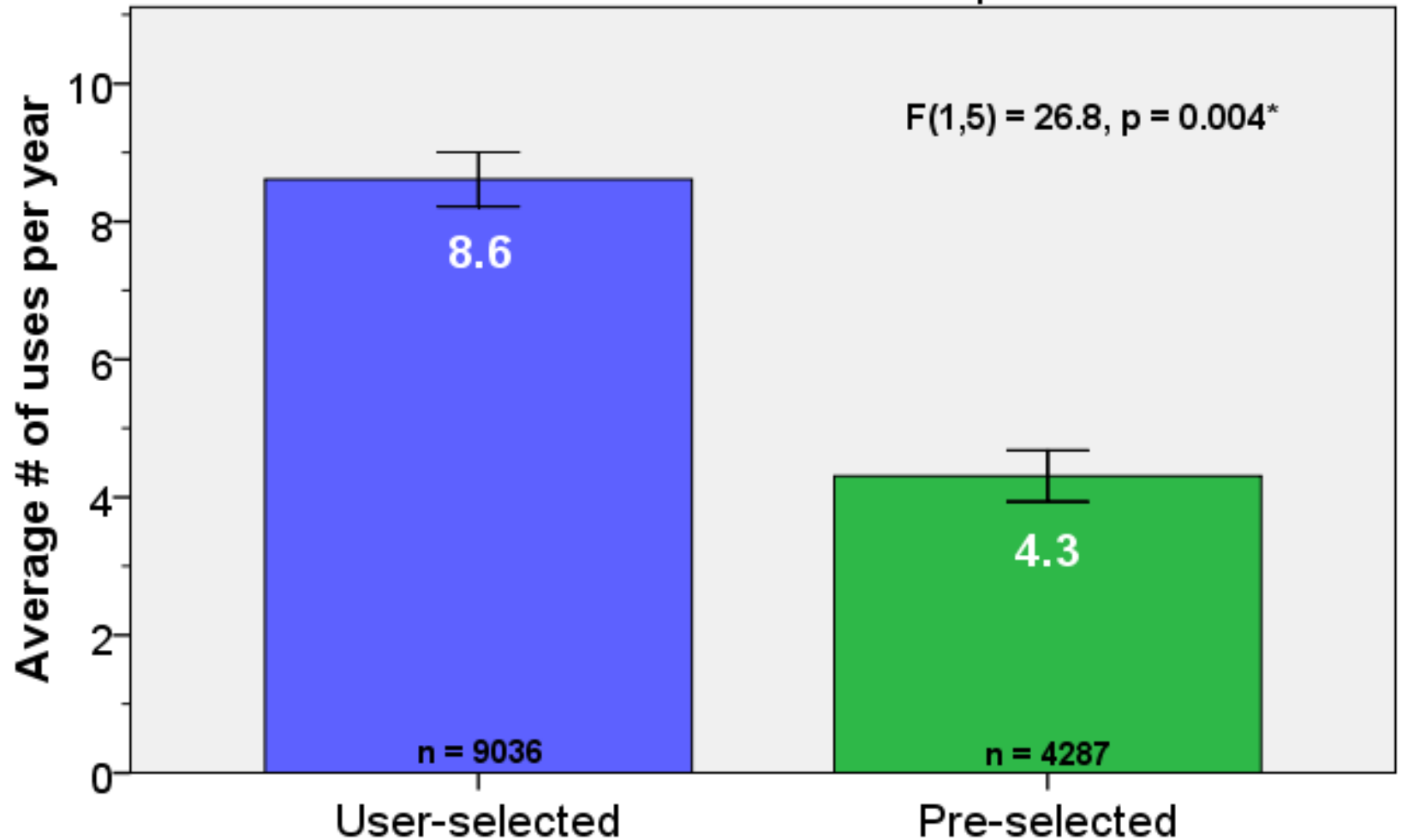
- **5 Mixed-model libraries**
- **Design**
 - Test variables: Purchase type & Library
 - Response variables:
 - Uses per year
 - Unique users per year
- **Books owned more than 6 months**
- **Inferential stats:** Negative binomial regression (not shown), ANOVA

Question 1

1. Are user-selected ebooks used less often than pre-selected ebooks?
2. Do user-selected ebooks have a narrower audience?
3. Are user-selected collections less balanced?



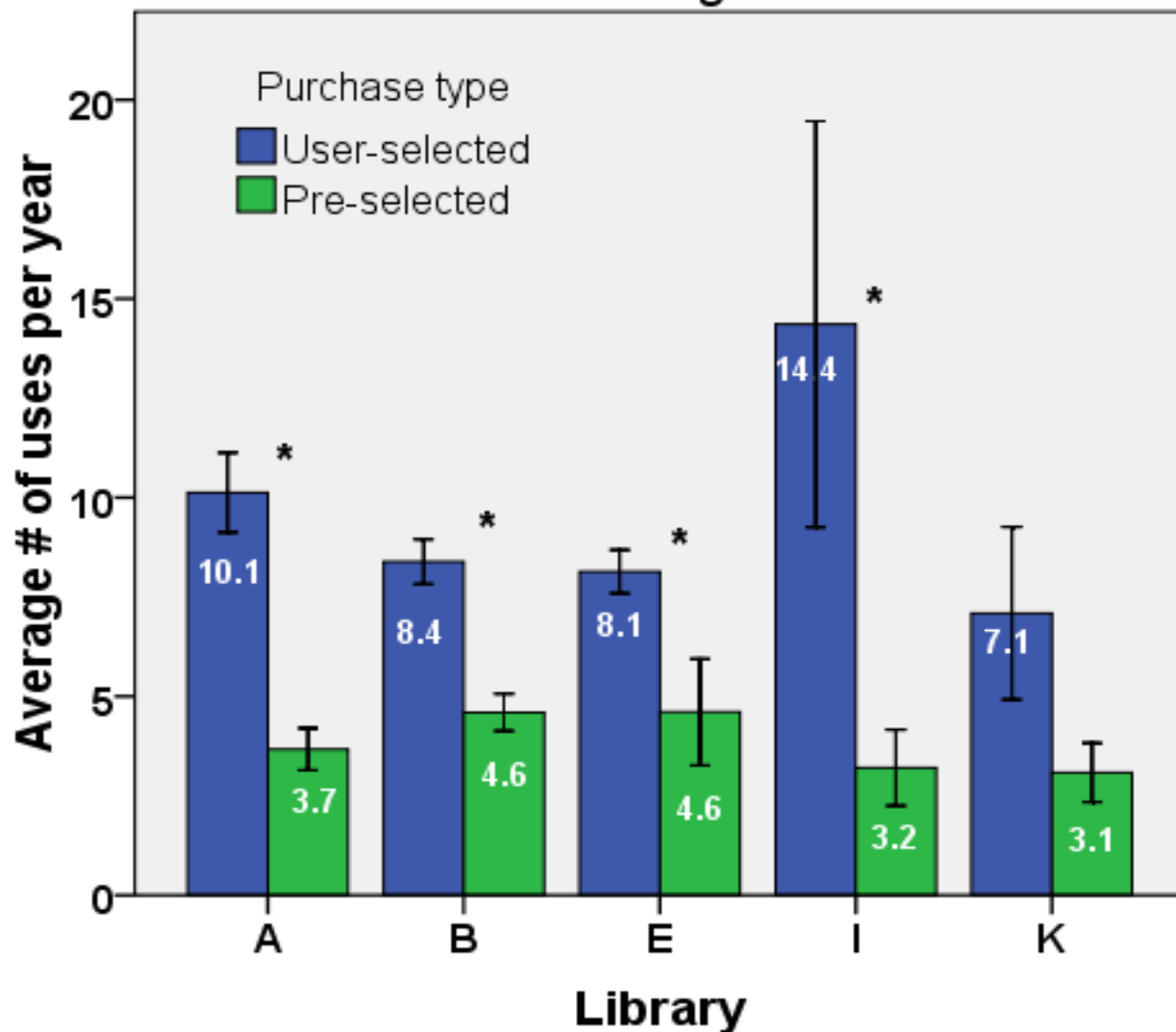
User-selected ebooks are used more often than pre-selected ebooks



Purchase type

Error Bars: +/- 2 SE

User-selected ebooks show greater use at each library



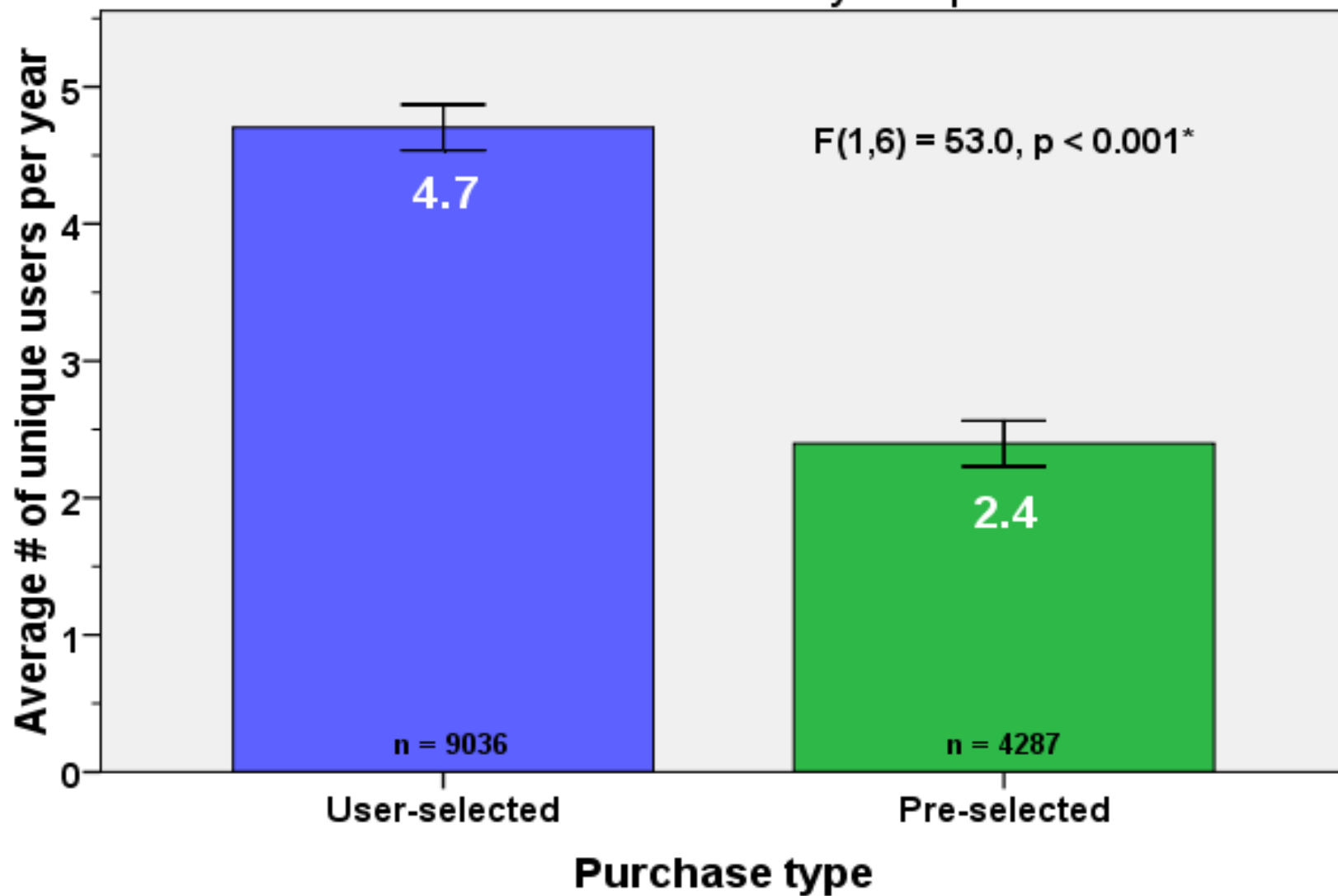
Cell n > 150; Error Bars: +/- 2 SE; * = non-overlapping 95% C.I.

Question 2

1. Are user-selected ebooks used less often than pre-selected ebooks?
2. **Do user-selected ebooks have a narrower audience?**
3. Are user-selected collections less balanced?

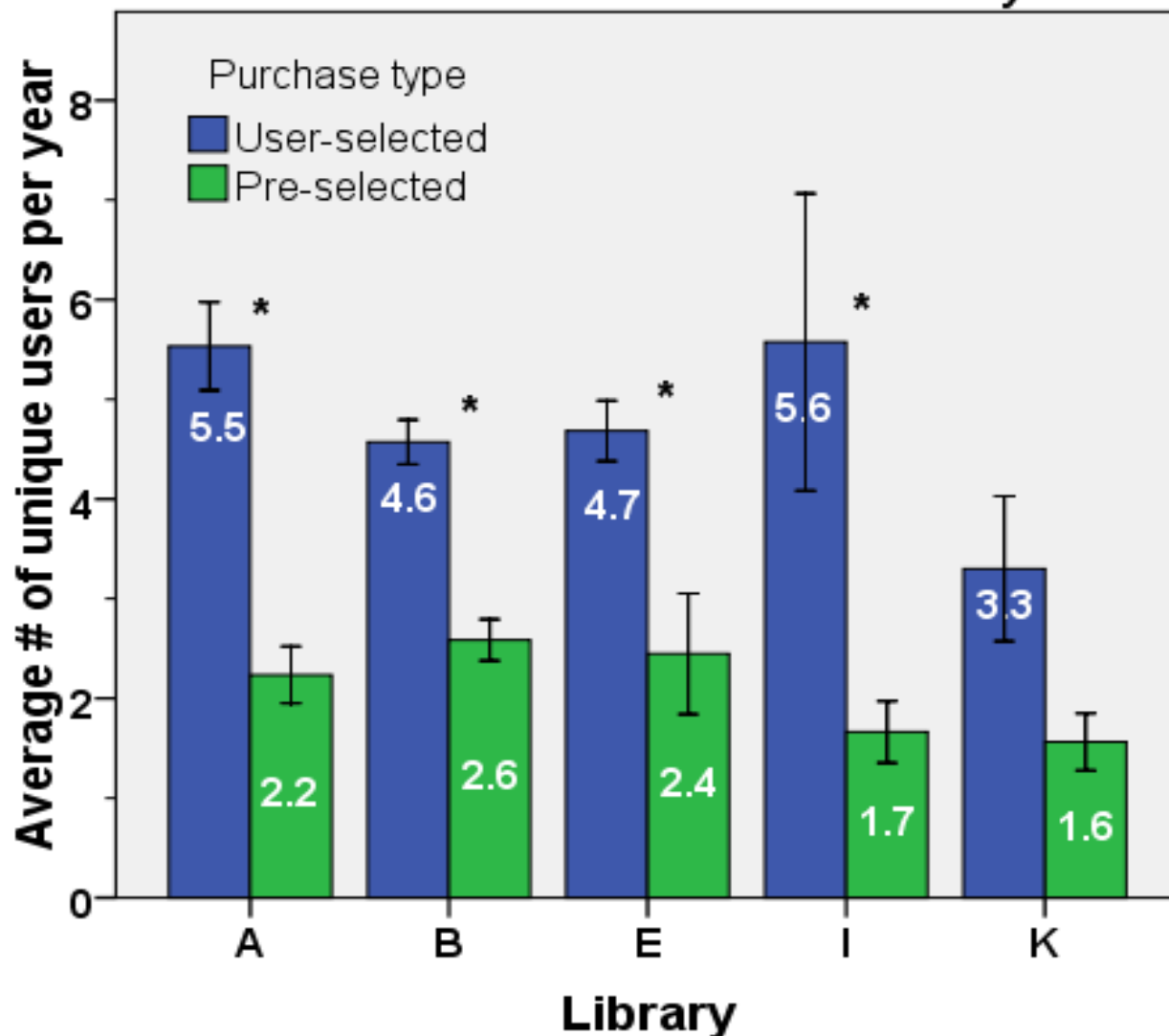


User-selected ebooks are used more widely than pre-selected ebooks



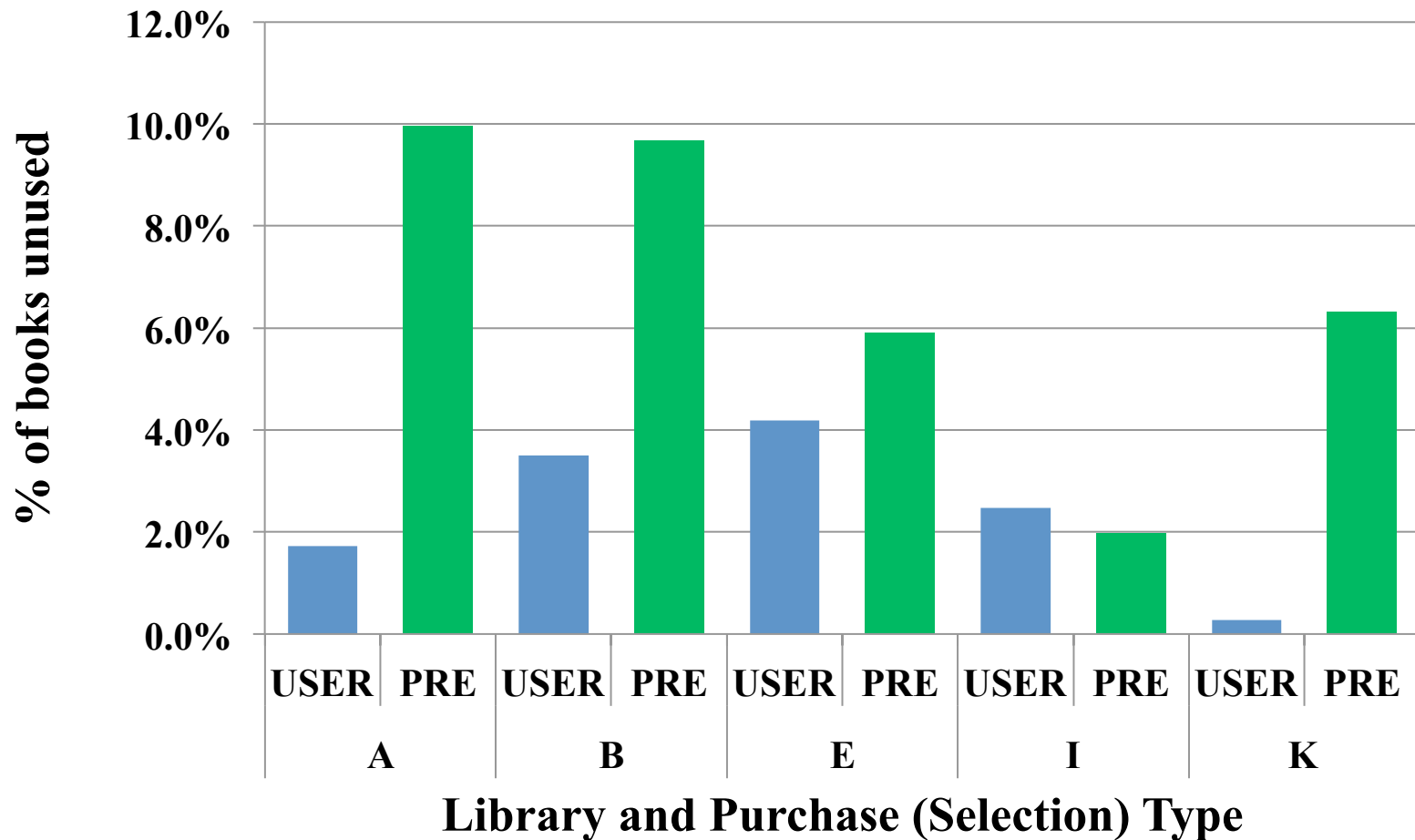
Error Bars: +/- 2 SE

User-selected books are used more widely at each library



Cell n > 150; Error Bars: +/- 2 SE; * = Non-overlapping 95% C.I.

User-selected collections have fewer unused titles

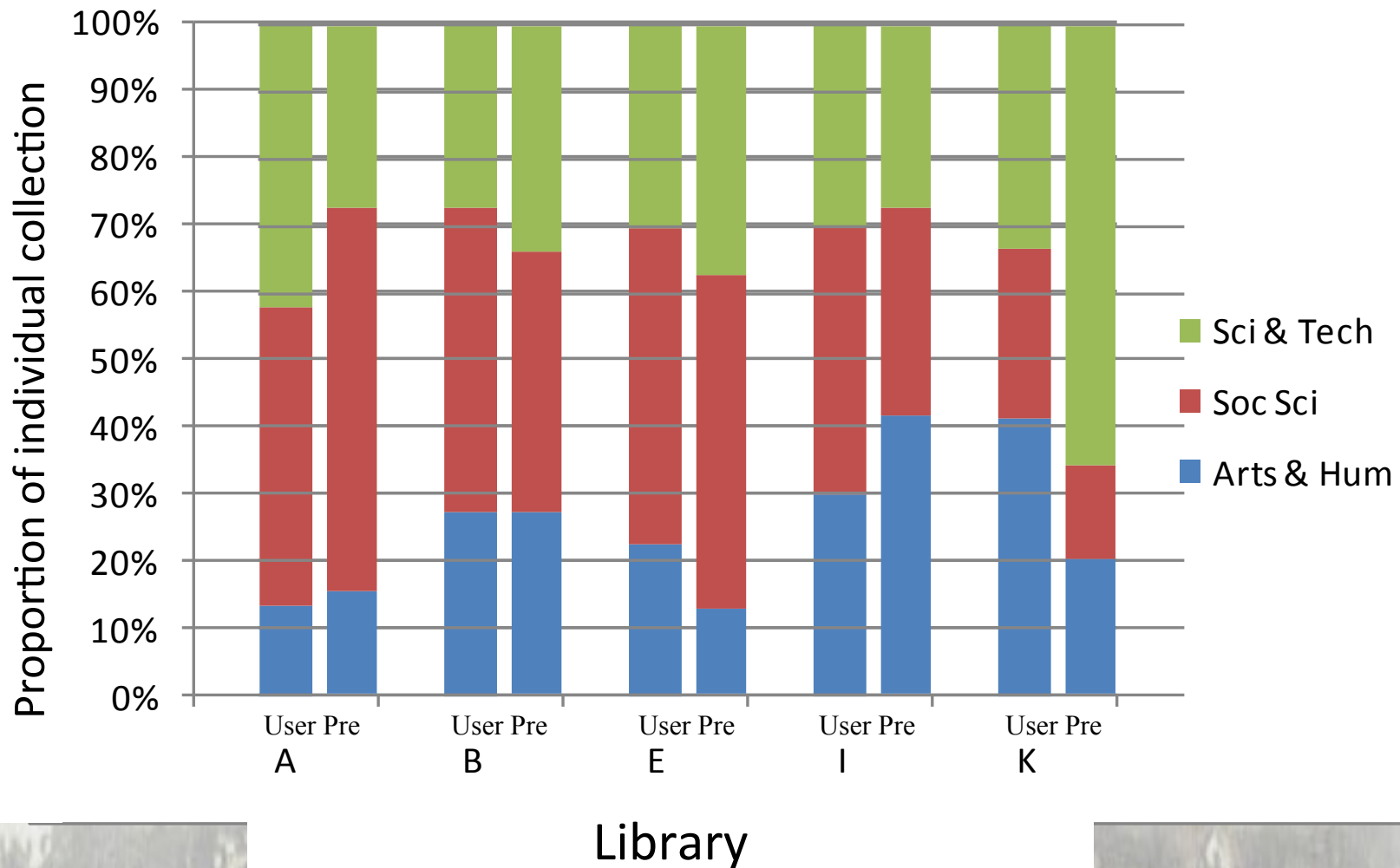


Question 3

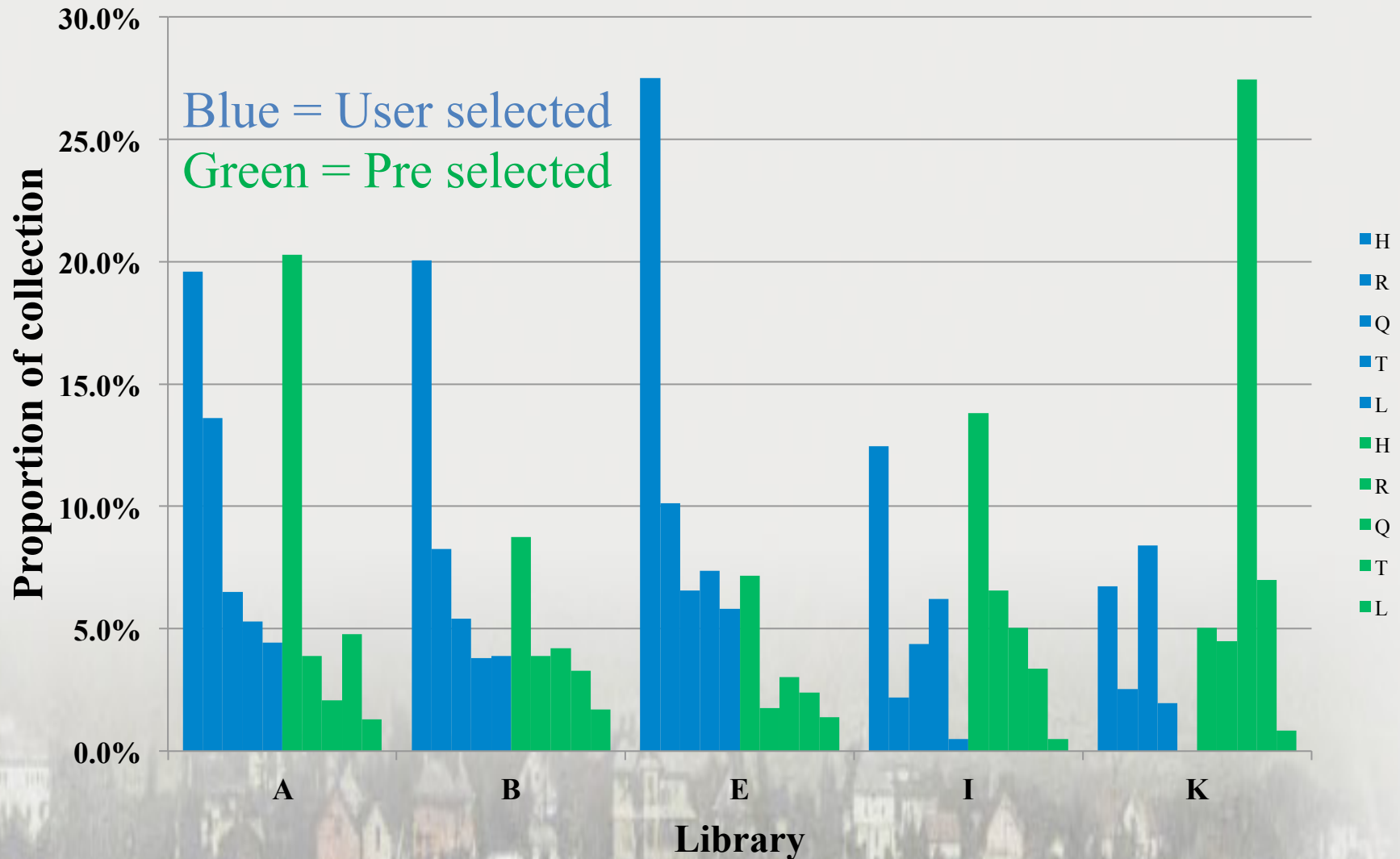
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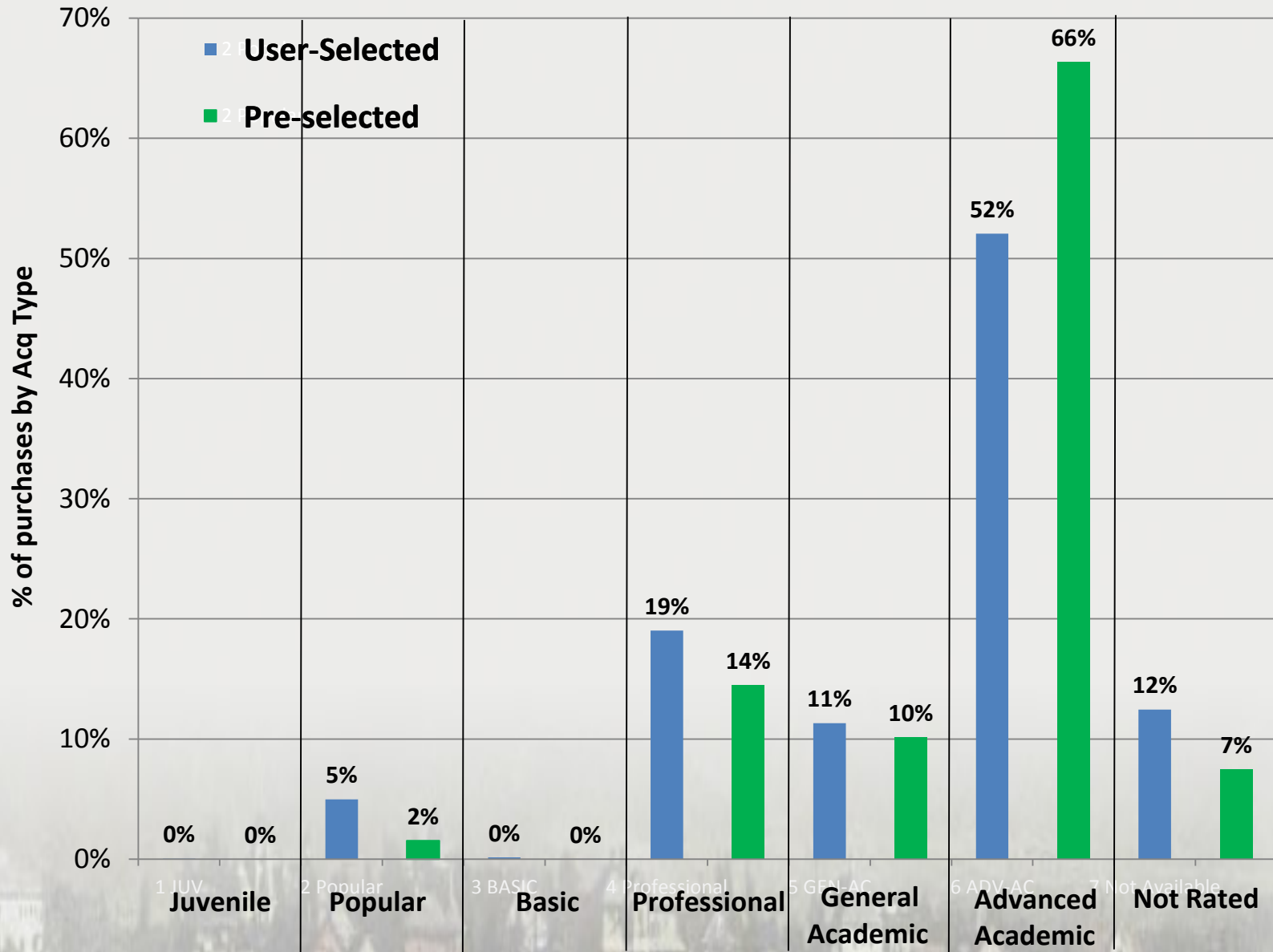
User-selected collections have similar subject profiles



User-selected collections have similar LC profiles

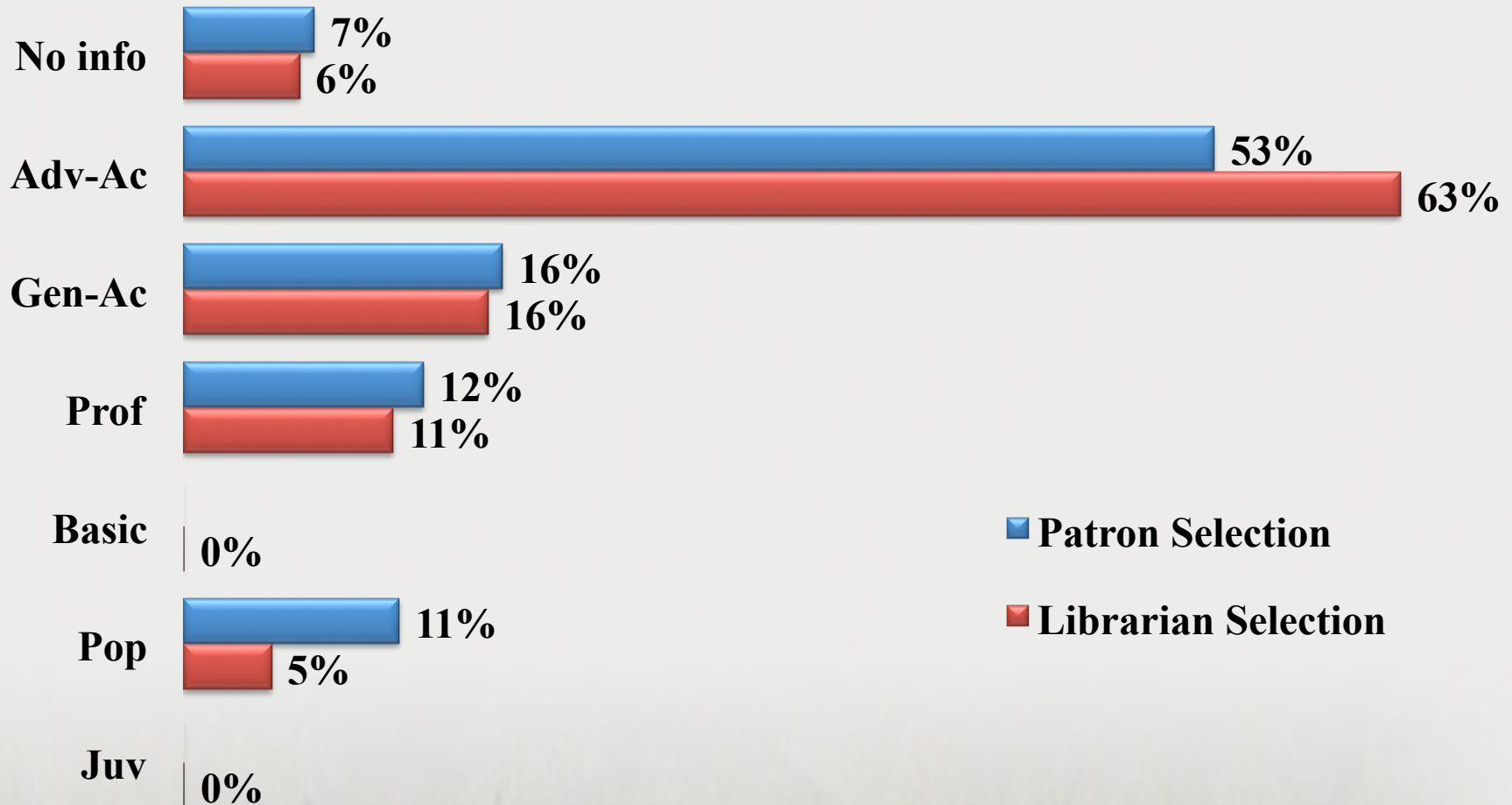


User-selected collection have similar YBP Content Levels

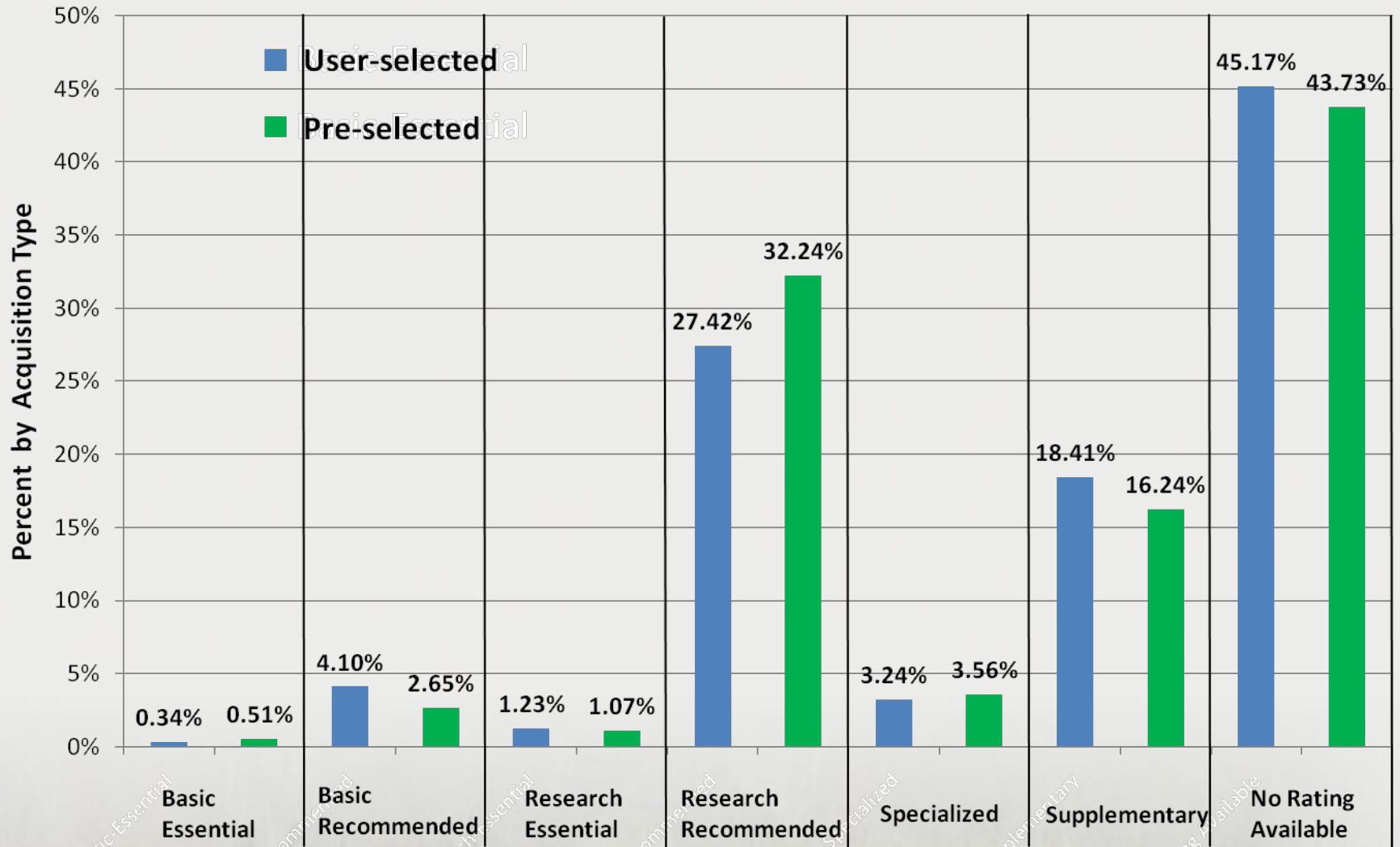


Patron vs. Librarian: *Content Level*

Shen et al. 2011 ER&L Conference Head first into the PDA Pool...

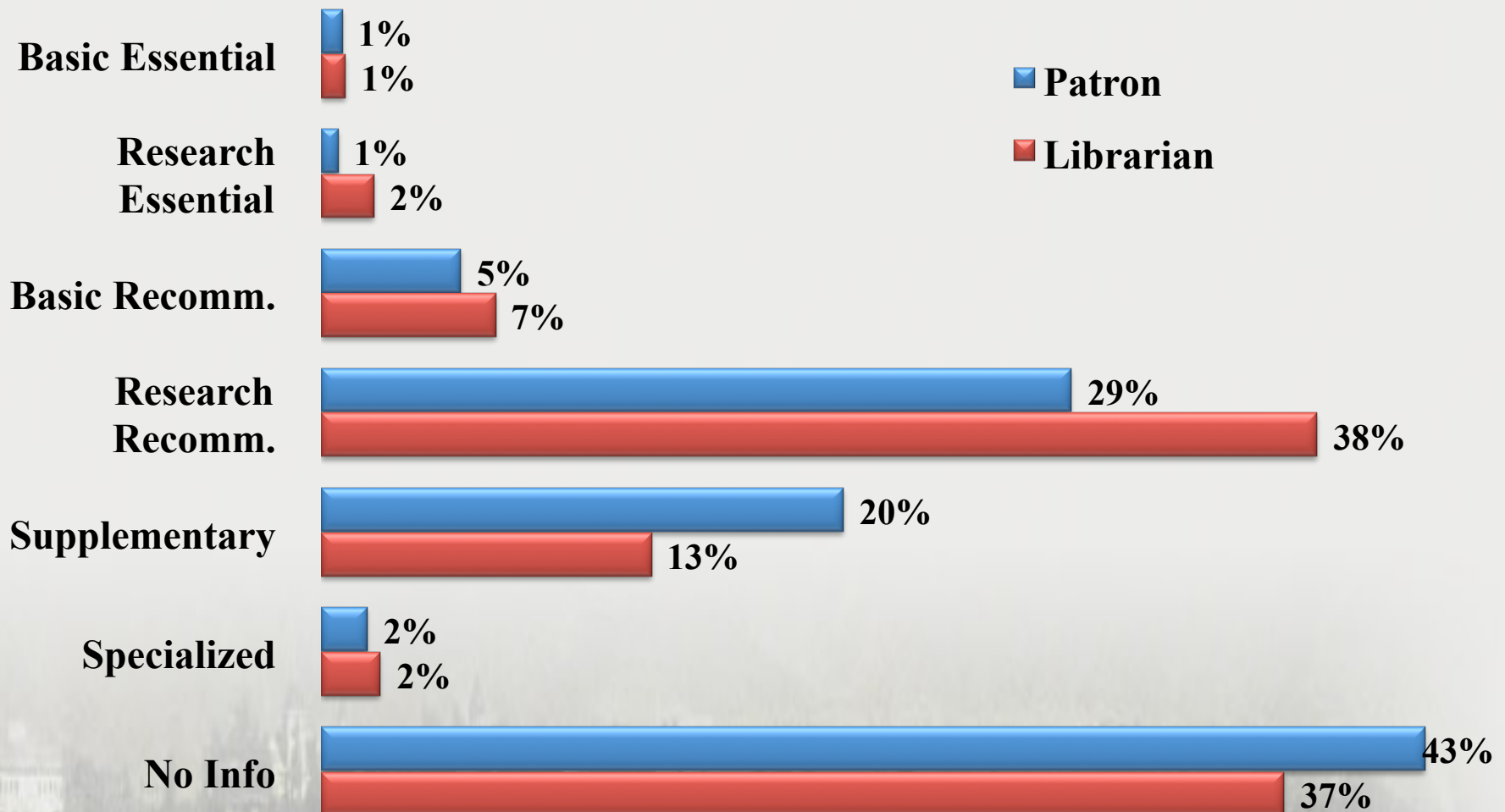


User-selected collections have similar YBP select ratings



Patron vs. Librarian: *YBP Select*

Shen et al. 2011 ER&L Conference Head first into the PDA Pool...



Summary

1. Are user-selected ebooks used less often than pre-selected ebooks?

No. User-selected ebooks are used 2-5x more often

2. Do user-selected ebooks have a narrower audience?

No. User-selected ebooks are used by 2-3x more unique users

3. Are user-selected collections less balanced?

No. User selected collections are similarly balanced.



Questions & Discussion

Given our results – what do we still have to fear from patron-driven purchasing (at least in the EBL model)?



Thanks!

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- John McDonald john.mcdonald@cuc.claremont.edu
- For more detail see: <http://ccdlibraries.claremont.edu/u?/lea,175>

